

Notice of References Cited	Application/Control No. 09/748,074	Applicant(s)/Patent Under Reexamination ELLINGER ET AL.	
	Examiner Beth Van Doren	Art Unit 3623	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-5,774,868	06-1998	Cragun et al.	705/10
	C	US-5,974,396	10-1999	Anderson et al.	705/10
	D	US-6,334,110	12-2001	Walter et al.	705/14
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	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

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	U	Jackson et al., "Strategic Database Marketing", NTC Business Books, 1996, pages 26-31, 38-45, 86-95, 118-123, 130-135, 158-165, and 172-185.
	V	"Exemplar Technologies", www.exemplartech.com, 08/27/1999 [retrieved 06/10/04], pages 1-5, retrieved from: Archive.org and google.com.
	W	Nash, Edward L., "Database Marketing", McGraw-Hill, Inc., 1993, pages 41-43, 90-91, and 128-163.
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.